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62.81  
-1940.3  
**R. R. McUMBER**

GROWER OF

**BLAKEMORE STRAWBERRY PLANTS**

**Greenfield, Tennessee**

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U. S. Department of Agriculture.

# McUumber's Blakemo

## FREE FROM Y

In the spring of 1938 the McUumber strain of **YELLOW FREE BLAKEMORES** was first announced to the strawberry growers of the country. The fact that 2,500,000 were sold the first year, 5,000,000 the second year, and I hope to sell 10,000,000 in 1940 is evidence of the fact that these strawberry plants are in a class unto themselves. Many of my customers are repeat customers and it gives me great pleasure to furnish plants to a nursery that bought plants the previous season; or to have a new customer say that I had been referred to him as being a reliable plant grower.

Strawberry plants from the McUumber strain of **YELLOW FREE BLAKEMORES** have been sold in nearly every state in the United States east of the Rockies, and some have gone into California. Because of the fact that many growers have lost plants from dry weather, several of my customers from the past season have already inquired about plants for 1940.

The **BLAKEMORE** has been a favorite in this section for more than ten years. The fact that it was more prolific, produced larger fruit, and had better shipping qualities caused it to displace the Klondike which had formerly been the favorite. **ONLY ONE VARIETY, THE YELLOW FREE BLAKEMORE, IS GROWN ON MY FARM,** or even in this community, and as a result customers can rest assured that they are not getting plants of mixed varieties. The McUumber strain of **Blakemores** has drawn favorable comment from numerous agricultural leaders and plant growers.

These plants have been given very careful attention since they were set, and the same care is exercised in digging and packing. The plants are dug by experienced employees and placed in bundles, each of which contains 26 plants. The accuracy of count is insured by constant checking by field inspectors. The plants are then packed in a manner that will exclude air from the roots and yet expose the leaves and crowns to air.

Prompt attention is given each order and careful supervision insures that they will be filled as nearly as possible on the desired date.



# re Strawberry Plants

## YELLOW LEAF

### PRICES ARE AS FOLLOWS:

100,000 & OVER.....	\$1.75 Per Thousand
LESS THAN 100,000.....	\$2.00 Per Thousand
f. o. b. Greenfield	
LESSTHAN 1,000	50c Per Hundred, Postpaid.

For the information of many persons who may be interested in setting strawberries for the first time, and would like to know the cultural practices that have been successful in this area, I am including the following information:

The fields should be well drained and free from weeds and grass seed. While fertile soil is necessary, an excessively rich plot of ground will cause an overdevelopment of plant and decrease the yield of fruit. Strawberries set following corn have never done well in this section.

The ground should be carefully prepared as in the preparation of the seedbed for corn. The rows should be bedded with low ridges 3 1-2 feet apart.

The plants should be set at two and one half foot intervals. With this spacing, between 4,000 and 4,500 plants are required for an acre. The method of setting that I prefer is carried on by two persons. One person uses an ordinary shovel and makes a hole with one stroke in the carefully prepared seedbed, and at the same time the other person places a plant in the hole, using a slinging motion. The hole is then closed by pressure from the foot. Great care should be exercised to get all the roots covered and also to leave the crown exposed.

After the plants are set, the cultivation is mostly carried on with a riding cultivator using side harrows, but a fourteen tooth cultivator can be used successfully. Frequent hoeings are necessary and at each time of hoeing the runners should be carefully placed so as to get a solid mass of plants.

Applications of fertilizers are recommended for use in the fall following setting and before the bloom period the following spring.

The most successful time for setting in this section is late February and March, but it varies with the climate and is usually as soon as the winter freezes are over.

